July 1991

presstime

The Journal of the American Newspaper Publishers Association

New Approaches Taken In Drive for Accuracy

Jeanne Long
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Bethesda, MD

LAS VEGAS

ANPA/TEC '91

presstime

JULY 1991 VOLUME 13, NUMBER 7

18 ANPA/TEC '91 Report *This year's Technical Exposition and Conference in Las Vegas revealed that the quest for integration of newspaper computer systems is beginning to bear fruit. Observers believe the overall technology of putting out newspapers is advancing faster because of new vendor partnerships. Pervading the 63rd annual ANPA trade show was a faith that technology can help newspapers meet the challenges posed by the Conference theme: "Managing in Tough Times: Positioning for the Future."*

6 Right is right *As newspapers try new ways to improve accuracy, there is division on whether to correct every error that still manages to slip through.*

10 You make the call *Newspaper executives say that setting up telephone-based audiotex services is not all that complicated.*

14 The education paper *Black South Africans turn to The Star of Johannesburg as one tool for self-education during chaotic times.*

44 Embraceable idea *To gain an edge, papers need to invest prudently in quality, service and people, says a Thomson Newspapers executive.*

46 Profile: Leslie A. Mardenborough *This human resources executive blends leadership, inspiration and community work in her life and career.*

47 Essay: Reaching out *"What do readers want?" is not a compromising question, says Jean Otto of the Rocky Mountain News in Denver.*

48 On notice *The U.S. Supreme Court says publications can be sued for breaking promises of confidentiality or making up defamatory quotes.*

50 Adult ed *The Commercial Appeal in Memphis is turning the newsroom into a classroom, with seminars on economics and finance for the staff.*

51 Rate this job *Most journalists are satisfied with their chosen career, but Black and White reporters are divided on the role of race in the newsroom.*

53 Linking branches *The Newspaper Satellite Network is branching out with live video conferences between distant offices of a media company.*

54 Line at the bottom *Once again, newspapers failed to seek suggestions on cost-cutting before layoffs, The Newspaper Guild's president says.*

Accuracy, Accuracy, Accuracy, p. 6

ANPA/TEC Report, p. 18
(Cover photos by John Harrington, Wes Bernard and Maurice Fliess.)

Launching Audiotex Services, p. 10

Advertisers index	67	Government affairs	48	Readership	52
Advertising	53	Marketing	67	'Shoe'	50
ANPA calendar	66	Minority affairs	51	Speeches	66
ANPA news	67	News-editorial	50	Technology	56
Chairman's corner	5	Newspaper business	61	Telecommunications	49
Education	51	Newsprint	60	Training	53
Employee relations	54	Overset	68	World press	49

ANPA
presstime®

Publisher, James E. Donahue
Editor, Maurice Fliess
Associate Editor, Mary Alice Bagby
Associate Editor, Nancy M. Davis
Associate Editor, Jack Kramer
Technology Writer, Rosalind C. Truitt
Labor Writer, Gene Goltz
Staff Writer, Rolf Rykken
Staff Writer, Walt Potter
Staff Writer, Anna America
Art Director, Charlene Gridley
Contributing writers: Guido H. Stempel III, research; Leo Bogart, newspaper business; Julius Duscha, West Coast
Circulation Manager, Mary B. Nahan
Advertising Manager, Jonathan A. Reed
Advertising Assistant, Wendy Weiss

ANPA Executive Offices
The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va. 22091
Mail address: Box 17407 Dulles Airport, Washington, D.C. 20041
Telephone: (703) 648-1000; FAX: (703) 620-4557

Advertising Sales Representatives
Pete Uhry, director of advertising sales, Uhry & Associates, 1117 E. Putnam Ave., Suite 306, Riverside, Conn. 06878; Telephone: (203) 637-5478; FAX: (203) 698-1725

Midwest
Mark McGowan, William N. Coffee, Peter G. Johnson and Laurence F. Benson, Benson, Coffee & Associates, 1411 Peterson Ave., Park Ridge, Ill. 60068; Telephone: (708) 692-4695; FAX: (708) 692-3877

Washington, D.C.
Sheila M. School, 1803 Ingemar Court, Alexandria, Va. 22303; Telephone: (703) 780-7983

West
John McCarthy, McCarthy Advertising, 3086 Lodgewood St., Thousand Oaks, Calif. 91320; Telephone: (805) 498-9969; FAX: (805) 499-9348

presstime Advisory Committee
Burl Osborne, The Dallas Morning News, Chairman
Ed Johnson, The New York Times Co., Tallahassee, Fla., Vice Chairman
William M. Boyd, Home News Publishing Co., New Brunswick, N.J.
Susan Clark-Jackson, Reno Gazette-Journal
John M. Jones Jr., The Greeneville (Tenn.) Sun
Jacqui Thornell Marshall, The Washington Post
Maxwell E. McCombs, University of Texas Department of Journalism

presstime Volume 13, Number 7
Presstime magazine (ISSN 0194-3243) is published monthly by the American Newspaper Publishers Association, 11600 Sunrise Valley Drive, Reston, Va. 22091. Basic subscription rate of $50 a year is included in members' dues. Non-member rate is $100 domestic, additional overseas. Second-class postage paid at Reston, Va., and additional mailing offices. Copyright 1991 by ANPA. All rights reserved. Unsolicited articles and photos should be sent to the presstime editor. POSTMASTER: Send address changes to presstime, ANPA, Box 17407 Dulles Airport, Washington, D.C. 20041.

BPA Presstime is a member of the Business Publications Audit of Circulation Inc.

CHAIRMAN'S CORNER

ANPA/TEC exhibitors, attendees shape tomorrow's newspapers

I have been to the ANPA Technical Exposition and Conference many times, but this year was something special for me. For the first time, I saw the show through the eyes of the ANPA chairman, and I was even more impressed than usual with how vital a role ANPA/TEC plays in the development of the American newspaper.

The exhibitors tend to measure the success of ANPA/TEC in various sets of numbers. Volume of traffic. Orders placed. And that is as it should be. But there is much more to ANPA/TEC than marketing. The 10,820 people who wandered among the exhibits last month in Las Vegas were involved in a vibrant exchange of ideas that benefits the entire newspaper industry.

Robert F. Erburu

There had been indications as ANPA/TEC '91 approached that the expense of the show was weighing more heavily on the minds of some exhibitors this year than in years past. This led several ANPA directors to conclude that it was important to have special contact with the exhibitors once they arrived in Las Vegas, to hear what they had to say about the show and its future, and to express in some small way our appreciation for their presence. So Cathie Black (in her first week on the job as ANPA president and chief executive officer) and Directors Frank Bennack, Don Newhouse, Joe Hladky and I collectively spent a number of hours on the Exposition floor, visiting with vendors.

I was prepared for some grumbling, but, surprisingly, much of what we heard was positive. Yes, attendance was down 30 percent. Yet time and again we heard the more upbeat comment that those who had braved the economic tide to attend the show were serious about their purpose for being there.

Earlier that third day of the show I had delivered a short keynote address. I spoke of the newspaper of the future and of the need to concentrate our efforts, resources and imaginations on developing new methods of delivering information to our customers. Audiotex, videotex, facsimile and cellular technology, fiber optics—this is merely the beginning of a list that goes on and on. And there, on the exhibit floor, I could see the list growing. The attendees were seeing and hearing what the vendors had to offer, and the vendors were seeing and hearing what the attendees were seeking. Communicating and learning, one from the other. It is a process that produces the technology of next year and the newspaper of the next century.

That is what ANPA/TEC is about. Ideas. Creating them, molding them, exchanging them, nurturing the ones that work and purging those that don't.

The Arrangements Committee and the ANPA staff did a splendid planning job for this year's 63rd annual ANPA/TEC. But the real heroes were the exhibitors and the attendees. It is their mutual commitment that gives all of us in the newspaper industry this wonderful forum for improving our production operations while developing the newspaper of the future.

See you next year in Atlanta.

Robert F. Erburu
ANPA Chairman

Pagination answers shed light

A survey of the nation's largest newspapers reveals ambitious plans: Nearly half of the respondents said they plan to acquire fully automated pagination systems during the next five years.

About 60 percent are *already* performing some type of pagination or electronic page composition, according to the study conducted jointly by The Bakersfield Californian and ANPA.

Survey respondents also said:

- 4.3 percent are paginating some news pages or sections of the newspaper on a daily basis.
- 3.4 percent paginate special projects.
- Classified advertising is paginated at 12 percent of the participating newspapers.
- Two newspapers report 100-percent pagination.

The survey was analyzed by Peggy Bair, ANPA manager/computer applications, and released to ANPA/TEC '91 vendors in Las Vegas.

It helps answer the nagging question, "What exactly is pagination?" In the past, technical experts have said, only half jokingly, that there are as many definitions of pagination as there are people offering them.

However, more than 64 percent of the survey respondents replied that pagination requires the digital composition of all page elements for camera-ready output or output on film. Second, they said pagination systems should manage the flow of work and copy with two-way communication.

In contrast, less than 5 percent of the respondents selected the most simplistic definition, one describing pagination as the digital composition of text combined with manual stripping of all other page elements.

The Bakersfield daily sponsored the survey to help with its own equipment purchasing decisions and to collect industry views on the course of pagination [**presstime**, May 1991, p. 78].

Bakersfield executives surveyed ANPA-member newspapers with circulation of 25,000 or more. A total of 735 surveys were sent to production managers, managing editors and pre-press supervisors. The response rate was 32 percent.

The Californian's Bob Johnson, director/corporate communications, said the results are being studied carefully.

"I know there are people who say pagination is here now, but this survey shows the majority of us believe it is still five to 10 years down the road. I also believe the survey indicates there is a great deal of confusion out there. There are a lot of newspapers that are hesitant about which direction to take and which equipment they should buy."

Newspapers are implementing pagination programs in order to address quality issues.

ANPA's Bair said the survey shows that "different newspapers have different needs. That is why there is no consensus about what is best. For example, some newspapers believe a central database is needed to control all functions, while others say a system of databases is preferable."

Indeed, one respondent wrote, "We are still struggling with the technology and the philosophy of pagination."

Another wrote: "My five-year estimate is an ideal. Much will depend on the platforms (hardware) available and the diligence with which vendors address the problems. The Macintosh platform seems to be a good bet, but software still has a way to go and total integration and speed have a long way to go. We will watch and test. Maybe (we'll) back into it with area pagination."

Johnson noted that responses varied depending on a newspaper's size. For example, 24.4 percent of the executives from newspapers with circulation of 25,000 to 50,000 said pagination will be accomplished using personal computers or workstations, compared with 13.2 percent of the executives from newspapers with circulation of 250,000 or more.

When asked whether both PCs and mainframe computers will be needed, nearly

Bakersfield Californian/ANPA pagination survey

When do you plan to integrate pagination, and to what degree?

Daily circulation	25% paginated	50% paginated	75% paginated	Fully paginated
25,000-50,000				
a. Now	21.4	17.9	28.6	14.3
b. Within 5 years	12.9	12.9	35.5	35.5
c. Before 2000			21.1	47.4
d. After 2000			12.5	87.5
50,001-100,000				
a. Now	35.7	11.9	14.3	21.4
b. Within 5 years	4.1	22.4	26.5	46.9
c. Before 2000		13.3	33.3	53.3
d. After 2000			27.3	72.7
100,001-250,000				
a. Now	41.7	8.3	25.0	8.3
b. Within 5 years	7.0	24.6	12.3	54.4
c. Before 2000			28.6	71.4
d. After 2000				100.0
Over 250,000				
a. Now	34.5	10.3	17.2	20.7
b. Within 5 years	8.8	23.5	17.6	50.0
c. Before 2000		7.7	23.1	69.2
d. After 2000			25.0	75.0
All groups				
a. Now	34.1	11.9	20.7	16.3
b. Within 5 years	7.6	21.6	21.6	48.0
c. Before 2000		13.3	27.7	59.9
d. After 2000			14.7	85.3

Note: Percentages for the degrees of pagination do not total 100 because some respondents said they could not speculate how their pagination programs would unfold.

71 percent of the respondents from publications with circulation of 25,000 to 50,000 said "yes," compared with nearly 87 percent of those with circulation of 250,000 or more.

The majority of responding newspaper executives, 68.3 percent, said they will need to upgrade existing equipment and add new equipment. About 26 percent said they would need to replace existing equipment totally. Modification of existing equipment will be required in 5.3 percent of the newspapers.

As for integrating equipment, 24 percent said vendors and in-house employees will share the task equally, while 9.8 percent will use outside consultants to some extent, 7.2 percent will use only vendors and 1.5 percent will accomplish integration in-house.

Asked whether they believe pagination technology "is advanced enough at the present time to paginate efficiently, considering cost," 49 percent of the respondents said "yes" and 51 percent said "no."

The newspaper executives were also asked about the hardware they are using. Cited most often was Apple Computer's Macintosh, used by 32.9 percent of the respondents. Some 39 percent of the Mac users have QuarkXPress page-makeup software.

Other vendors were: Atex Publishing Systems, 21.4 percent; Harris Corp. and System Integrators Inc., each with 20 percent; Camex, 12.1 percent; and Information International Inc., 9.3 percent.

Vendors mentioned by less than 10 percent of the respondents were Hastech Inc., Dewar Information Systems Inc., Scitex America Corp., Digital Equipment Corp., CText Inc. and Composition Systems Inc.

While only 45 percent of the respondents said page composition is done in the newsroom, 84 percent plan to move it there in the future.

Typesetters driven by Adobe Systems Inc.'s PostScript software are used by 9.4 percent of the respondents. Another 65 percent use proprietary typesetters. About 26 percent are using both proprietary and PostScript-driven imagesetters.

At present, only 15 percent paginate halftones, but 95 percent plan to implement that step in the future. For color photographs, nearly 11 percent paginate them and 88 percent plan to do so.

H. Wilson Cunningham, ANPA vice president/technical research, noted that this was the first study of its kind. It confirmed long-held suspicions that newspapers are not implementing pagination to achieve savings in terms of money, time or staffing, but rather to improve quality, he said.

For more information about the survey, contact Bair at The Newspaper Center in Reston, Va., (703) 648-1129. For a free copy call (703) 648-1179. —*Rosalind C. Truitt*

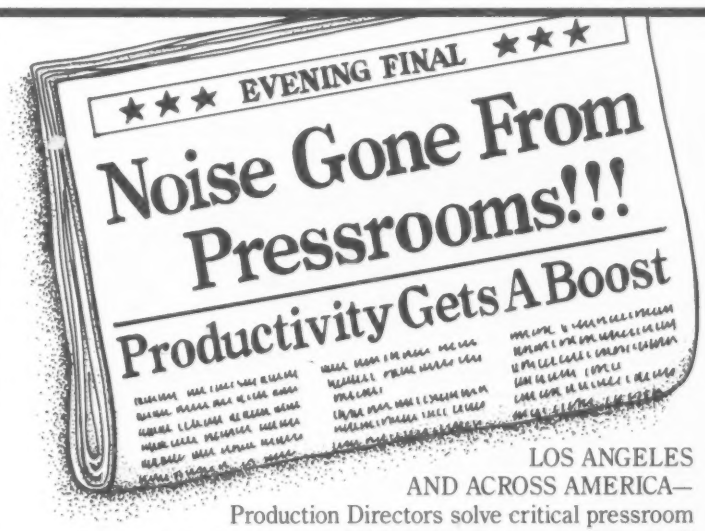
Lamb Grays Harbor sues

Lamb Grays Harbor Co. filed a suit in Washington State Superior Court against the Harland Simon Group and its U.S. subsidiaries, Harland Simon USA and Harland Simon Automation Systems Inc.

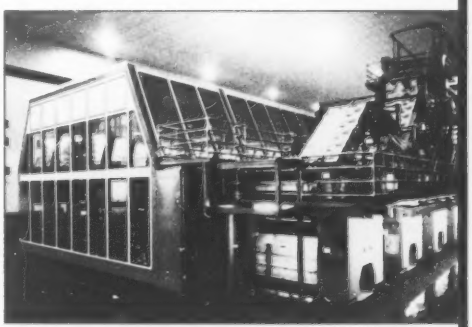
Lamb alleges that Harland Simon unilaterally terminated a 1989 joint venture to produce automatic guided vehicles and also misappropriated Lamb trade secrets.

Lamb manufactures AGVs, and Harland Simon develops equipment management and control software.

Harland Simon said it is "vigorously defending" the allegations, adding that they are "without foundation." □



LOS ANGELES AND ACROSS AMERICA— Production Directors solve critical pressroom environment problems with INC Quiet Room and Soundwall assemblies. This exclusive photo shows an INC pressroom as high-tech as presses installed today . . . and planned for tomorrow.



INC Quiet Room installation at *L.A. Times* Olympic Plant.

INC systems cut noise well below OSHA standards. Dust, ink fumes and air-borne solvents are greatly reduced. Temperature and humidity are continuously controlled. Acoustic windows provide complete visibility to all operations.

INC designs, manufactures, installs and completely turnkeys Quiet Rooms and Soundwalls for new pressrooms and for retrofits.

To receive case history and product information, call INC at (708) 620-1998.

INC® Specialists in noise control products and services
industrial noise control, inc.

1411 Jeffrey Drive • Addison, IL 60101 • (708) 620-1998 • FAX (708) 620-4928

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cov. 1, Pgs: 3, 33, 38-40